

Customer Service Insights

Find your Extraordinary

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Surveys show that 8 out of 10 people would choose a brand because of better customer service over price.

Good customer service is important to every business in every sector, but being extraordinary is vital to thrive.

Where is your differentiator?

Join Janet for a journey of discovery into customer service insights to help you to find your extraordinary and grow your business.

This interactive customer-centric workshop will give participants a greater understanding of why customers may defect, a way to examine their own beliefs on customer service and some key elements to delivering extraordinary service.

According to experts, more than 50% of customers will discontinue doing business with a company not because of price or quality, but because of negative experiences in dealing with the human side of doing business. Today's customer is more educated, better prepared, and has more alternatives than ever before. With this in mind, research indicates that merely satisfying customers is not enough. To convert customers into fans who will remain loyal to your product or service and spread the good word, we need to exceed expectations and provide extraordinary customer service each and every time.

We will cover:

- Good customer service v extraordinary customer service
- Celebrating differences
- The cost of getting it wrong
- Lifetime value of a customer
- The power of the referral

Customer satisfaction is about the basics: quick response time, patience, knowledge, friendliness, good follow-up, and caring.

Good customer service is about people skills and relationship building, whether it's over the phone or face-to-face.

Extraordinary customer service is about differentiating your organisation from the competition. By creating memorable experiences for your customers you enhance the customer's satisfaction and you add value to your business by creating customer loyalty.

Janet's diverse career spans B2C and B2B, Corporates, SME's & Microbusinesses, frontline delivery through to Senior Management and now a successful business owner and co-founder of **anew** South West.

Janet is a licenced Coach & Trainer, accomplished Project Manager, and Inspirational Leader, having delivered services across a very diverse spectrum of businesses including major high street banks, utility service businesses, retail, tourism, hospitality, manufacturing and engineering sectors, education, and many professional services businesses.

Janet is passionate about helping others to be successful in business and/or personally, enabling GROWTH and personal fulfilment by unlocking potential through reflective learning.

Her true passion for creating extraordinary memorable experiences shines through leaving you feeling energised and enthused to create more magical moments for your customers thus enriching your business to grow.

Janet loves to share, help, enable businesses to improve and develop their customer service and add to their own journey of success.

She is licenced to deliver 7 accredited Customer Service courses, from Principles of Customer Service, Customers with Disabilities, Service Across Cultures, Sales Powered by Service, through to Supervisory and Management courses, along with the Ambassador Workshop which was also used to train personnel for the London 2012 Olympic & Paralympic Games.



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